**Adult Studies:**                                    <span style="color:red">**BASED ON CREDITS**</span>

# PHARMACEUTICAL MARKETING, B.S.
Minimum of 120 credits required for graduation

## GENERAL EDUCATION CORE
### BASIC REQUIREMENTS
**(6 credits)**
Composition and Rhetoric
- ☐ EN 103 Composition and Rhetoric I
- ☐ EN 104 Composition and Rhetoric II

### MODES OF THINKING (6 credits)
Literature (Select one)
- ☐ EN 110, EN 112, EN 115

Mathematics **(Satisfied by Major – MA 111)**
*Recommended course: MA 111 __OR__ MA 301\**
*\*Prerequisites for MA 301: MA 121-122*

Natural Science **(Satisfied by Major – CH 107)**

Philosophy
- ☐ PL 109

Social Sciences **(Satisfied by Major – EC 112)**

### CULTURAL LITERACY (18 credits)
Humanities I and II. *Preferably* select a set (e.g., HI 201/202). However, a combination (e.g., PO 201 + HI 214) is acceptable.
- ☐ Hum. I: HI 201, PO 201, HI 213
- ☐ Hum. II: HI 202, PO 202, HI 214, HI 262

Humanities III: Great Works of Art & Music
- ☐ ___  ____

Humanities IV: Great Works of Literature
- ☐ ___  ____

Foreign Language/World Cultures
(Select either two of the same language, any two WC, or one WC and one approved course with international study)
- ☐ ___  ____
- ☐ ___  ____

### CHRISTIAN VALUES AND THEOLOGY
**(9 credits)**
Catholic Theology
- ☐ TH 109

Intermediate Theology (200/300 level TH)
- ☐ TH ____

Values Seminar
- ☐ ___  ____

## MAJOR (55 credits)
- ☐ AB 217: Financial Accounting
- ☐ AB 272: The Legal Environment of Business
- ☐ BI 263: Anatomy and Physiology I
- ☐ BI 264: Anatomy and Physiology II
- ☐ CH 107: Physiological Chemistry
- ☐ EC 112: Economics of Public Issues *
- ☐ MA 111: Probability and Statistics
- ☐ MG 100: Introduction to Business
- ☐ MG 201: Principles of Management
- ☐ MG 220:  Data Analysis
- ☐ MK 201: Principles of Marketing
- ☐ MK 215: Sales and Sales Management
- ☐ MK 220: Consumer Behavior
- ☐ MK 330: Health Care Marketing:
    **Only offered in Adult Studies**
- ☐ MK 410: Marketing Research
- ☐ MK 452: Marketing Planning and Strategy
- ☐ PS 381:  Psychopharmacology

*\*If a student has taken both EC 209 and EC 210, these  will substitute for EC 112.*

## FREE ELECTIVES (as needed)
*Recommended Free Electives: MG 233, MK 315,*
- ☐ ___  ____    ☐ ___  ____
- ☐ ___  ____    ☐ ___  ____
- ☐ ___  ____    ☐ ___  ____
- ☐ ___  ____    ☐ ___  ____
- ☐ ___  ____

*For the most up-to-date record of progress toward completion of degree requirements, students should use the Academic Evaluation tool, which is listed under the Academic Planning heading in WebAdvisor.*

*M. Yergey, Assistant Dean of Adult and Continuing Education*
*Effective fall 2023*